

*sub*)  
1        1. A method of delivering electronic content,  
2 comprising:  
3                providing instructions that cause a first computer  
4 to collect information including an e-mail address, and  
5 transmit the collected information to a second computer; and  
6                processing the transmitted information at the second  
7 computer by selecting electronic content for transmission to  
8 the e-mail address and e-mailing the selected electronic  
9 content.

1        2. The method of claim 1, wherein providing  
2 instructions comprises providing web-page instructions.

*Sub* 3. The method of claim 2, wherein web-page  
1        2 instructions comprise HTML instructions.

1        4. The method of claim 2, wherein the instructions  
2 comprise form instructions.

*Sub* 5. The method of claim 1, wherein the instructions  
1        2 that cause the first computer to collect information  
3 comprise instructions that query the first computer for  
4 information.

1        6. The method of claim 1, wherein the instructions  
2 that cause the first computer to collect information  
3 comprise instructions that receive user input.

1        7. The method of claim 1, wherein the information  
2 comprises demographic information.

1        8. The method of claim 1, wherein the information  
2 comprises system information.

1           9. The method of claim 1, wherein processing the  
2 information comprises executing a script.

*and 2*     1           10. The method of claim 8, wherein the script  
comprises a Common Gateway Interface script.

1           11. The method of claim 1, wherein the instructions  
2 remain present at the first computer during the processing.

1           12. The method of claim 1, wherein the electronic  
2 content comprises text.

*Sub 01*     1           13. The method of claim 1, wherein the electronic  
2 content comprises graphics.

1           14. The method of claim 1, wherein the electronic  
2 content comprises video information.

1           15. The method of claim 1, wherein the electronic  
2 content comprises audio information.

1           16. The method of claim 1, wherein the electronic  
2 content comprises executable instructions.

*and 3*     1           17. The method of claim 1, wherein selecting  
electronic content comprises selecting electronic content  
3 based on the transmitted information.

1           18. The method of claim 1, wherein the information  
2 comprises identification of the instructions that  
transmitted the information

Sub  
D1<sub>2</sub>

19. The method of claim 1, wherein the information  
comprises identification of a computer that transmitted the  
3 information.

1 20. A method of delivering electronic content,  
2 comprising:  
3

4 providing web-page form instructions that cause a  
5 first computer to interactively collect an e-mail address  
6 from a user and transmit information including the collected  
7 address information to a second computer; and

8 processing the transmitted information at the second  
9 computer by using the transmitted information to select  
10 electronic content and e-mailing the selected electronic  
content to the collected e-mail address.

1 21. A computer-implemented method of providing  
2 access to electronic content, comprising:

3 displaying in a browser a web-page that includes a  
4 link corresponding to electronic content;

5 in response to a user's selection of the link,  
6 collecting information without modifying the web-page  
7 displayed in the browser, the collected information  
8 including an e-mail address;

9 transmitting the collected information to a remote  
10 server; and

11 sending electronic content from the remote server to  
12 the e-mail address based on the collected information.

1 22. A computer program, disposed on a computer  
2 readable medium, the computer program including instructions  
3 for causing a first computer's processor to:

4 receive information collected by instructions at a  
5 second computer, the information including an e-mail  
6 address; and  
7 based on the received information, select electronic  
8 content, and transmit the selected electronic content to the  
9 e-mail address included in the received information.

1 Sub  
2 23. The computer program of claim 22, wherein the  
3 instructions that cause the processor to select electronic  
4 content comprise instructions that cause the processor to  
5 use a table that indicates electronic content corresponding  
to data included in the received information.

and C 57